



**What does your  
library bring to  
your community?**

**How do you cater to:**

- Families
- Researchers
- Out Of Town  
Visitors
- Teens

**More importantly...  
How do they  
KNOW?**

**Course Moderator:**

Colleen Kirby,  
Continuing Education Coordinator  
South Dakota State Library  
800 Governors Drive  
Pierre, SD 57501  
1-605-773-3131 or  
toll free 1-800-423-6665 (SD only)  
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**Tips and Techniques for  
Promoting Your Library on a  
Shoestring Budget!**



# Marketing Your Library:

## Tips and Techniques for Promoting Your Library on a Shoestring Budget!

Your library has a lot to offer, with great community resources, services, and programs. However, if no one knows about them, they may as well not exist. Bonnie McCune will teach you practical and inexpensive ways to market your library. Learn to effectively let people (your patrons, your administration, city hall, etc.) know what resources you have to offer and why your library is a vital part of the community.

### Participants will learn to:

- Identify target audiences and develop marketing strategies to meet their needs
- Develop and deliver an effective message
- Gain an understanding of the techniques and tools for marketing the library, both internally and externally
- Promote good two-way communication between the library and its key audience
- Involve the entire library staff in marketing with a minimal amount of time and effort

### Who would benefit from this course?

Public and school library staff, and public library trustees

### Sponsored by:

The South Dakota State Library

### Cost: Free

### Dates and Time:

- January 7th: Rapid City
- January 8th: Chamberlain
- January 10th: Aberdeen
- January 11th: Sioux Falls

9:00 am to 4:00 pm with Lunch Break  
from 12:00 Noon to 1:00 pm

### Presenter:

Bonnie McCune is the Library Community Programs Consultant for the Colorado State Library. In her current position, she creates statewide efforts to promote and advocate for libraries and literacy. Bonnie has more than 20 years experience in marketing and libraries. She believes that an enthusiastic, earnest networker is the key component in marketing success.



## Register Today!

### Select Schedule/ Location

- ☐ Jan. 7: Rapid City
- ☐ Jan. 8: Chamberlain
- ☐ Jan. 10: Aberdeen
- ☐ Jan. 11: Sioux Falls

Library

Address

Work Phone

Home Phone

Name

Email

### Register by December 20th:

Complete the online form at [www.sdstatelibrary.com/forms/marketinglibraries](http://www.sdstatelibrary.com/forms/marketinglibraries) or mail the printed form above to:

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